INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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Publication on Canning Industry Has Received Wide Circulation to News, Radio, and Reference Outlets

"The Canning Industry" was published one year ago by the N.C.A. Information Division and it has been suggested that a report be presented to the membership on its use and distribution since that time.

The publication was brought out as part of the Association's continuing program of increasing the acceptance and use of canned foods. It was so written as to achieve the net effect that canned foods are high in quality, nutrition, value and general public service. Expressed in lay language and for general understanding, the publication was intended to obtain the widest possible use by newspapers, magazines, writers, radio and TV program directors, high school and college students, and others. It lends itself as source material for articles, broadcasts, speeches on any or all of the following phases of the canning industry: history, economic importance, scientific basis of product, container and process, raw product phases, factory procedure and equipment, distribution and buying, nutritive values, and best use of canned foods.

The first mailing was made to members of the Association with suggestions that they use the publication at their local levels and disseminate the information it contains to hometown news and radio outlets and to consult it for background material for speeches and appearances before local clubs and organizations. Such use was frequent, and many members requested and received additional copies for placement in school rooms. In two instances, canners making speeches before dietitians and associations of stewards, used the publication as a

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Government Reorganization

Members of the new Commission on Organization of the Executive Branch of the Government were sworn in September 29 at a White House ceremony and elected Herbert Hoover again to head the group that will study ways and means of streamlining the federal government.

The Commission authorized the chairman to set up nine task forces—on independent agencies, civil service, accounting, budgeting, water and power resources, medical services, lending agencies, subsistence services, and surplus property use and disposal.

The new Commission has specific authorization going beyond the assignment of the earlier Hoover Commission. The new Commission is directed to study the present organization and methods of all federal establishments (except Congress and the Judiciary) and to determine what changes are necessary "to promote economy, efficiency and improved service in the transaction of the public business."

Members of the Commission, in addition to Mr. Hoover, are:

Attorney General Brownell; Director of Defense Mobilization Flemming; Representative Brown (Ohio); Senator Ferguson (Mich.); Solomon Hollister, dean of the Cornell University civil engineering school; and Sid-

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USDA Staff Organization

Secretary Benson on September 28 announced the resignation, for reasons of health, of Romeo E. Short, Assistant Secretary of Agriculture and Director of the Foreign Agricultural Service. At the same time he announced the appointment to Mr. Short's position of Assistant Secretary of Agriculture John H. Davis, Director of Commodity Marketing and Adjustment and President of the Commodity Credit Corporation.

Under the shift, Mr. Davis will relinquish his commodity marketing and adjustment and CCC duties, and Howard H. Gordon, Administrator of the Production and Marketing Administration, will become President of the CCC. Mr. Gordon will continue as PMA Administrator.

A new Assistant Secretary of Agriculture to fill Mr. Davis' position will be appointed later, Secretary Benson said.

Philippine Trade Act

An interdepartmental committee is studying a proposal by the Philippine government for revision of the Philippine Trade Act and a program of selective free trade between the United States and the Philippine Republic.

Under the Philippine Trade Act, which gave the Philippines independence on July 4, 1946, neither the U. S. nor the Philippines has imposed duties on imports from the other. However, beginning July 4, 1954, each country will start imposing its regular tariffs on the other's imports at the rate of 5 percent each year, until the full tariff level would be reached in 1974.

Because of the requirement for duty-free entry of U. S. products, the Philippine Republic has found it necessary to limit imports by quotas and to exclude some products completely. Such limitations are not prohibited by the Philippine Trade Act.

In a note dated August 24, the Philippine government proposed revision of the trade agreement between the two countries that implemented the Philippine Trade Act.

The Philippine government proposes that the U. S. give duty-free entry to 13 products of Philippine origin. Among the 13 products is canned pineapple.

In return, the Philippines propose to extend duty-free entry to many products of U. S. origin. On the list of items submitted to the State Department "as a basis of or a starting point for negotiation," there are no canned foods.

The Philippine government is studying its present tariff system with a view to recommending changes for action by the Philippine legislature. In its note of August 24, the Philippine government stated, in part:

"The rates of duty contemplated by this government would not be so high as to substantially restrict the entry of United States articles. As a matter of fact, some rates would be sufficiently low to encourage imports and raise adequate revenues for the government. In other cases the rates would have to protect infant industries which this government may con-

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STATISTICS

Average Prices for Cherries

Following are preliminary season average prices per ton received by growers for sweet cherries and sour cherries for processing during 1953, as reported by the Bureau of Agricultural Economics:

Sweet Cherries

State	1952	1953
	(*dollars*)	
New York	140	240
Michigan	130	217
Washington (all)	161	215
Washington (canning)	168	220
Oregon (all)	165	218
Oregon (canning)	160	221
California (all)	176	246
California (canning)	204	252

Sour Cherries

State	1952	1953
	(*dollars*)	
New York	102	200
Ohio	120	165
Michigan	118	167
Washington (all)	126	170
Washington (canning)	130	170

In these tables, "all" refers to all forms of processing; not to sales for fresh market.

Utilization of Fruit

The relative importance of the canning industry as a user of fruits has risen steadily in the past five years, according to a study by the N.C.A. Division of Statistics.

In 1947, 14.7 percent of the U. S. tonnage of fruits, moving from growers' hands, ended up as canned fruit. By 1951 the percentage was up to 18.2 percent, and in 1952 it was 17.2 percent. The 1952 decline was caused principally by ripe olives, peaches, and apricots.

The proportion of fruit that was sold by growers to fresh market outlets declined from 45.7 percent in 1947 to 38.6 percent in 1951. It rose to 41.6 percent in 1952.

A surprisingly large proportion of total fruit produced is utilized in the production of preserves, jams, jellies, wines, and other miscellaneous products. The dried fruit industry annually takes an average of about 20 percent of the crop, and the frozen food industry uses an average of about 1 percent. Most of the tonnage that goes into "other" or miscellaneous uses is made up of apples and grapes. These uses, combined with the proportion of the fruit that is dried, account for an average of almost 40 percent of the total production.

The average proportion of the fruit crop utilized in the different ways during the five-year period 1947-51 is as follows:

Fresh	42.7 percent
Dried	19.9 percent
Other	19.8 percent
Canned	16.6 percent
Frozen	1.0 percent

The peak in the proportion of fruits used in the frozen food industry was reached in 1950, when 1.4 percent of the total was frozen. During each of the past two years, the proportion of fruit used by freezers has declined.

The following table shows the proportion of total farm sales of all non-citrus fruits used in each form in each of the past six years:

Utilization of Non-Citrus Fruits, 1947-52

Items	1947	1948	1949	1950	1951	1952
	(*percent of total farm sales by weight*)					
Fresh	45.7	41.6	46.0	41.5	38.6	41.6
Dried	23.2	19.9	21.0	16.3	18.9	21.1
Other[a]	15.5	21.6	16.3	22.7	23.2	19.1
Canned	14.7	15.9	16.1	18.1	18.2	17.2
Frozen	0.8	1.0	0.6	1.4	1.1	1.0

[a] Used for preserves, jellies, jams, wine, etc.
Source: Bureau of Agricultural Economics, USDA.

There is considerable difference between individual fruits in the proportion utilized in the different ways. The following table shows the average proportion of total farm sales of each of the various fruits canned during the five-year period, 1947-51:

Cherries, sour	53.8 percent
Cranberries	49.1 percent
Pears	46.8 percent
Olives	45.6 percent
Apricots	44.8 percent
Peaches	40.8 percent
Cherries, sweet	18.9 percent
Total, all fruits	16.6 percent
Apples	11.4 percent
Figs	8.5 percent
Prunes	4.5 percent
Plums	2.8 percent

For most fruits, larger proportions are going into canning each year. During the past six years, apricots, and cherries have shown the biggest increases in the proportions canned. The following table shows the proportion of total farm sales of each of the various fruits that are canned:

Utilization of Fruits for Canning, 1947-52

Fruits	1947	1948	1949	1950	1951	1952
	(*percent of total farm sales by weight*)					
Apples	8.7	9.4	12.1	14.7	12.3	12.8
Apricots	33.9	48.5	34.1	48.7	58.8	54.9
Cherries, sweet	14.4	21.5	22.2	15.2	21.2	23.2
Cherries, sour	46.8	52.0	54.4	57.9	57.9	62.8
Cranberries	63.3	52.2	32.4	42.4	55.1	55.2
Figs	10.1	8.6	4.5	8.9	10.3	12.1
Olives	34.4	23.4	58.6	59.6	52.2	44.0
Peaches	34.1	39.9	36.0	44.2	47.6	40.7
Pears	41.8	48.5	40.3	49.2	46.8	47.8
Plums	2.4	2.6	2.5	2.6[a]	4.1	6.6[a]
Prunes	4.5	2.8	5.4	3.5	6.4	6.1
Total[b]	14.7	15.9	16.1	18.1	18.2	17.2

[a] Mostly for canning but includes some for freezing and preserving. [b] Includes avocados, dates, Florida pineapple, persimmons, pomegranates, and grapes.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of August has been reported by the Bureau of Animal Industry, USDA. However, this report represents only the supply of meat products canned during that period and remaining for civilian consumption. Total production, including quantities for defense, was 144,633 thousand pounds.

Canned Meat and Meat Products Processed under Federal Inspection August, 1953

	3 Lbs. & over	Under 3 Lbs.	Total
	(*in thousands of pounds*)		
Luncheon meat	15,655	9,864	25,518
Canned hams	8,537	2,256	10,793
Corned beef hash	223	4,790	5,013
Chili con carne	831	11,794	12,625
Vienna sausage	150	4,652	4,802
Frankfurters and wieners in brine	1	792	793
Deviled hams	.....	684	684
Other potted and deviled meat products	.....	3,417	3,417
Tamales	110	2,179	2,289
Sliced, dried beef	7	371	378
Liver products	.....	218	218
Meat stew	88	4,400	4,488
Spaghetti meat products	185	6,580	6,765
Tongue (not pickled)	59	167	226
Vinegar pickled products	875	1,951	2,826
Bulk sausage	.....	560	560
Hamburger	534	9,173	9,707
Soups	381	22,799	23,180
Sausage in oil	443	465	908
Tripe	12	317	329
Brains	5	385	390
Bacon	14	151	166
All other products 20% or more meat	476	8,680	9,156
All other products less than 20% meat (except soup)	502	13,573	14,075
Total all products	29,087	110,219	139,306

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense agencies are not included in these items. Total production, including quantities for defense agencies, was 144,633 thousand pounds.

FOREIGN TRADE

U.S.-Europe Cooperative Trade

Processed fruits are among the United States' agricultural products most popular with Western European consumer cooperatives, according to a recent study by the Foreign Agricultural Service, USDA.

The study was conducted by John H. Heckman, marketing specialist, under the Agricultural Marketing Act of 1946. He reports that all of 10 Western European countries covered in the survey, except the United Kingdom, have returned the handling of processed fruits to the regular trade.

Mr. Heckman's observations have been published in a Foreign Agriculture Circular entitled "Opportunities of Trade with the Cooperatives in Ten Western European Countries," obtainable from the Foreign Agricultural Service, USDA, Washington 25, D. C.

The study is the fourth in a series designed to promote trade between cooperatives in the United States and Europe. Countries covered are Belgium, the Netherlands, France, Switzerland, Italy, Western Germany, Denmark, Norway, Sweden, and the United Kingdom.

Previous studies in the series are "Buying and Selling by Cooperatives in Western Europe" (FAR No. 51), issued in July, 1950, and revised in 1953; "Opportunities for Marketing U. S. Commodities through the Cooperatives of Eight European Countries" (FAP 2-51), April, 1951; and "Opportunities for Trade with Cooperatives in Western Europe" (FAP 1-52), June 1952.

Canned Apricots to U. K.

The United Kingdom duty on imports of apricots preserved by chemicals, heat, or cold from non-Commonwealth countries has been reduced from 25 to 15 percent ad valorem, effective August 11, according to *Foreign Commerce Weekly*, official publication of the U. S. Department of Commerce.

Corned Beef from Uruguay

Uruguay has reduced the exchange rate on canned corned beef from 2.35 to 1.93 pesos to the dollar, according to *Foreign Crops and Markets*, official publication of the Foreign Agricultural Service, USDA. This action reportedly was taken in an effort to halt the slaughter of fat chilled type beef for use in corned beef production. The reduction in the exchange rate lessens the incentive to export.

Philippine Trade Act

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sider necessary to promote the attainment of a stable and balanced economy, bring about a high level of national income, and conserve foreign exchange."

The interdepartmental committee studying this proposal includes representatives of the Departments of Agriculture, Commerce, Interior, Labor, and State, and the Tariff Commission.

It is possible that public hearings may be held to permit American businessmen to make known their views on the Philippine proposal or on any other pattern for trade between the two countries. Such hearings probably would be held by the Committee for Reciprocity Information. The CRI is headed by the Chairman of the Tariff Commission and its members represent eight federal departments.

Whatever the outcome of the interdepartmental studies, no action can be taken without Congressional action amending the Philippine Trade Act of 1946 (22 U. S. C.; 1251-1386).

The Philippine Republic is an outstanding foreign market for American canned foods (see INFORMATION LETTER of June 20, page 216).

PROCUREMENT

Canned Beef for USDA

The Production and Marketing Administration, USDA, has announced purchase of 9,184,275 pounds of canned beef at an average price of 38.93 cents per pound, f.o.b. plant, during the week of September 21. The purchases were made with Section 32 funds. This raises total USDA purchases of canned beef to 79,688,430 pounds.

Government Reorganization

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ney A. Mitchell, New York investment banker; and

Senator McClellan (Ark.); Representative Holifield (Calif.); Robert G. Storey, dean of Southern Methodist University law school; James A. Farley, former Postmaster General; and Joseph P. Kennedy, former Ambassador to Great Britain.

PUBLICITY

American Home Magazine

Catherine Nissly, food editor, uses canned soup as the subject of the monthly feature, *American Home* Quickies, in the October issue of the magazine.

The article, "Take A Can of Soup," begins, "Diamonds or no, a gal's best friend can be a can of soup—and not, mind you, only in emergencies, nor only as a sure-fire, speedy, first course. Soup can make a quick sauce in the real gourmet class, often fully as good as the time-consuming kinds based on venerable recipes." The nine interesting recipes that follow are attractively pictured in color photographs.

The canned soups featured in the recipes are cream of celery, green pea, vegetable, tomato, and cream of mushroom. Canned clams, sauerkraut, chicken, and shrimp also are used.

American Weekly Magazine

A two-page article about canned meats appeared in the *American Weekly* magazine on September 27. It was illustrated with handsome color photographs of the foods.

The article by Amy Alden, food editor, was titled "8 Meat Treats From the Pantry Shelf." Her recipes included the use of canned luncheon meat, beef stew, corned beef, ham, deviled ham, corned beef hash, chili con carne, tamales, and Vienna sausage. Along with the meats, canned potatoes, apricots, and corn were used.

American Weekly has national distribution with many leading Sunday newspapers and covers about 10 million reader families.

Cool Spring Canning Company

A special section of the newspaper, *The Graphic*, Lake Mills, Iowa, September 16, was devoted to an observance of the 60th anniversary of the Cool Spring Canning Company. Founding, growth, and evolution of this N.C.A. member firm was reviewed in text and with ample use of illustrations. Among the features was an article on the history of the Iowa canning industry, and another describing the organization and services of the N.C.A.

PERSONNEL

Rue Named Tri-State Secretary

John W. (Jack) Rue has been elected secretary of the Tri-State Packers Association, Inc., with headquarters in Easton, Md. Mrs. Edith Lee Porter was elected treasurer. Both positions were left vacant by the recent resignation of Calvin L. Skinner, who has become general manager of the National Chinchilla Breeders of America.

Mr. Rue, a native of Denton, Md., joined the Tri-State staff following work on the Easton *Star-Democrat* in editorial, advertising and production departments. His background also includes frozen food locker plant operation, meat packing, and printing.

He was active in the formation of the new Tomato Council, serving initially as its secretary and presently as its manager.

During World War II Mr. Rue served as an infantryman in Europe, was awarded the Bronze Star and Combat Infantry Badge, and the rank of captain in the Battle of the Bulge.

Mrs. Porter has served the Tri-State association in various capacities for 25 years. She has been assistant secretary, 1928-35; assistant secretary-treasurer, 1936-41; and assistant treasurer since 1941.

National Assn. of Food Chains

The National Association of Food Chains elected the following officers recently at the association's annual meeting:

Chairman of the board—Joseph Seitz, Colonial Stores, Inc., Atlanta, Ga.; vice presidents—James Cooke, Penn Fruit Co., Philadelphia; George Jenkins, Publix Super Markets, Inc., Lakeland, Fla.; and Rilea Doe, Safeway Stores, Inc., Oakland, Calif.; secretary—G. H. Achenbach, Tanner-Brice Co., Vidalia, Ga.; treasurer—Ralph F. Burkard, First National Stores, Inc., Somerville, Mass. (reelected); president—John A. Logan, Washington, D. C. (reelected).

'The Canning Industry'

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meeting-room handout. Distribution was made to canner employees. One firm placed copies in the libraries of towns in which they operate factories. It found use in house organs, and dozens of firms used it as source material for publicity on the occasion of the observance of the Appert birthday last October.

Copies were supplied to the trade journals, to farm and food technology publications and to advertising and public relations agencies handling food accounts. They were placed in the hands of municipal libraries and the leading college and university libraries.

Mailings were made to news and food desks of the metropolitan dailies, news syndicates and wire services. During the Appert campaign the publication was furnished to an additional number of editors and special writers, as well as to program directors of radio stations, radio and TV network organizations, and news and food commentators.

The publication is being used constantly to answer daily mail. There is a continuous stream of inquiries about the canning industry, coming to all Divisions of N.C.A. By photographic reproduction, separates of the different chapters were created, thus enabling the Association to answer specific questions with specific chapters and to answer general questions with copies of the complete book.

One of the banker organizations made the publication available to its 300 members. Foreign distribution has taken it into 21 foreign countries: Argentina, Australia, Belgium, Brazil, Canada, China, Denmark, England, France, Formosa, Germany, Greece, Holland, India, Ireland, Israel, Italy, Mexico, Philippines, South Africa, Turkey. The publication was on display last month at the International Exposition in Parma, Italy.

Thus a reference work has been made available not only to canner members to help them in their public relations activities, but directly to professional people who have occasion to speak or write on canning industry and canned foods topics.

SUPPLIES

Shipments of Glass Containers

Shipments of glass containers for food during the first seven months of 1953 slightly exceed the volume shipped during the same period of 1952, on the basis of reports by the Bureau of the Census, U. S. Department of Commerce.

Shipments of both wide-mouth and narrow-neck food containers were of greater volume during five of the seven months this year than during the corresponding months last year.

	Jan. through July 1952	1953
	(quantities expressed in gross)	
Wide-mouth food (including fruit jars and jelly glasses)	17,575,351	17,756,573
Narrow-neck food	6,670,559	6,982,647

Shipments of Metal Cans

Shipments of metal cans for fruits, vegetables, and juices during the first seven months of 1953 slightly exceed the volume shipped during the same period of 1952, according to a report by the Bureau of the Census, U. S. Department of Commerce.

In July, for the first time since February, shipments of cans for fruit and vegetable products were of greater volume than during the corresponding month last year, according to the reports.

	Jan. through July 1952	1953
	(short tons of steel)	
Fruit and vegetable (including juice)	618,800	620,607
Fish and sea food	65,231*	61,818

* 1950; data for first seven months of 1951 and 1952 not available.

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